

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
ONLINE MBA PROGRAMME

**A STUDY ON INFLUENCING FACTORS ON PURCHASE
BEHAVIOR ON LOCAL FOOD IN SITTWE**

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ROLL NO. – 160607

ONLINE MBA

DECEMBER, 2019

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ACADEMIC YEAR (2017 – 2019)

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“This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for degree of Masters of Business Administration”

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ACCEPTANCE

This is to certify that the thesis entitled “**A Study on Influencing Factors on Purchase Behavior on Local Food in Sittwe**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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December 2019

ABSTRACT

The purposes of this study are to analyze the influencing factors on purchase behavior for local food of consumers and to examine the effect of purchase behavior on repurchase intention on actual local food purchase in Sittwe area. Primary data are collected from 105 respondents with structured questionnaire described with 5-point likert scale. The study shows that attitude and perceived behavior control have positive effect on purchase behavior of consumer of local foods. The results also indicate that consumer purchase behavior has positive effect on repurchase intention of consumers on local foods. Thus, this study strongly recommends local food marketers and producers to provide good service and offering trading fresh local food.

ACKNOWLEDGEMENTS

Writing this thesis paper is difficult but it has also been very interesting experience because of many people that have contributed to my thesis sharing knowledge as well as supporting continuously throughout the work process.

Upon successful completion of my thesis, my very grateful acknowledgements go to Professor Dr. Tin Win, Rector of the Yangon University of Economics for giving permission to undertake the research. I would also like to express my appreciation to Professor Dr. Nu Nu Lwin, Head of Department of Management Studies and Program Director of the Master of Business Administration Programme for her spiritual support, motivation, enthusiasm, and efficient supervision.

My deep appreciation also goes to all my teachers including Professors, Associate Professors, Lecturers from the Department of Management Studies for their significant contributions, valuable lectures and sharing of extensive knowledge throughout the entire study period. My special and grateful thanks go to my Supervisor, Daw Myo Thanda Tun, Lecturer, Department of Management Studies for her consistent, willing guidance, enduring review and expert advice for completion of the thesis.

I would like to acknowledge and extend my heartfelt gratitude to the classmates from the Online MBA programme too for their warm and enthusiastic assistance in studying.

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CONTENTS

	Page No.	
ABSTRACT	i	
ACKNOWLEDGEMENTS	ii	
CONTENTS	iii	
LIST OF TABLES	v	
LIST OF FIGURES	vi	
LIST OF ABBREVIATIONS	vii	
CHAPTER 1	INTRODUCTION	1
	1.1 Rationale of the Study	2
	1.2 Objectives of the Study	4
	1.3 Scope and Method of the Study	4
	1.4 Organization of the Study	4
CHAPTER 2	THEORETICAL BACKGROUND	
	2.1 Concept of Consumer Behavior	6
	2.2 Purchase Behavior and Repurchase Intention	7
	2.3 Empirical Studies	10
	2.4 Conceptual Framework of the Study	12
CHAPTER 3	PROFILE AND CONSUMPTION PATTERN OF RESPONDENTS	
	3.1 Demographic Factors of Respondents	13
	3.2 Consumption Pattern of Local Food	15

LIST OF TABLES

Table No.	Title	Page No.
Table 3.1	Profile of Respondents	13
Table 3.2	Consumption	16
Table 3.3	Meaning of Local Food	17
Table 3.4	Purchasing Source of Local Food	17
Table 4.1	Consumer Attitude	19
Table 4.2	Subjective Norm	20
Table 4.3	Perceived Behavior Control	21
Table 4.4	Purchase Behavior	22
Table 4.5	Repurchase Intention	23
Table 4.6	Effects of Influencing Factors on Purchase Behavior	24
Table 4.7	Effects of Purchase Behavior on Repurchase Intention	26

LIST OF FIGURES

Figure No.	Title	Page No.
Figure 2.1	Hypothesized Model of Yoen Ho Shin	11
Figure 2.2	Conceptual Framework of the Study	12

LIST OF ABBREVIATIONS

TBP	Theory of Planned Behavior
TRA	Theory of Reasoned Action

CHAPTER 1

INTRODUCTION

A consumer is an individual who purchases goods and services from firms for the purpose of consumption. Consumers are very important to the manufacturer and the retailer because the products should be bought and used by these people in the end. From the marketing point of view, understanding consumer behavior is crucial to successful delivery of firm's offerings in the market place. An understanding of consumer behavior is the basis for strategic marketing formulation. Consumers' reactions to this marketing strategy determine the organization's success or failure (Kotler, 2002). A consumer is generally thought of as "a person who identifies a need or desire, makes a purchase and then disposes of the product during the three stages in the consumption process (Solomon, 2007). The Consumer Decision may vary across products or services but all the consumers pass through a similar process. Today's business environment is highly competitive and rapidly changing. If a firm wants to succeed in its goals, it has to do a continuous observation of the consumer behavior and their preference because consumers are the kings in the business world.

Attitude toward the specific behavior is the degree to which a person has a favorable or unfavorable evaluation of the behavior (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). The attitude is a function of behavioral beliefs, which are the subjective likelihood that the behavior will create a specific result. An individual's intention to enact a certain behavior is affected by her or his attitude toward the behavior, and then the attitude toward the behavior is suggested to be influenced by belief and evaluations of these consequences.

Subjective norm is based on a person's normative beliefs, which are perceived expectations from people around the individual Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). Subjective norm is also affected by the individual's motivation to comply with the people who are important to him or her. Perceived behavioral control refers to an individual's perceived difficulty or ease to engage in a certain behavior (Ajzen, 1991). It is frequently considered similar to the self-efficacy concept associated with his/her confidence level, which depends on how successfully a person performs given behaviors

(Bandura, 1982; Zint, 2002). Perceived behavioral control is set as combination of control beliefs and perceived power.

There are different kinds of food for human being and these foods belong to either locally or regionally of the specific area. Many state governments also provide great support for these types of programs by forming a dedicated team or giving monetary benefits. In addition to awareness of health benefits, Albert (2011) stated purchasing local food was a rational behavior because people were more likely to trust and deal with people from their own societies than strangers. Among the multiple studies regarding consumer behaviors toward local food in academia, Theory of Planned Behavior (TBP) (Ajzen, 1991) is a key theory used in this study, has successfully been applied in local food choice behavior research, and was proved as a statistically acceptable model for explaining consumer behaviors for sustainable food. The basic idea of the TBP is that a person's behavior is affected by behavioral intention, which consists of attitude, subjective norm, and perceived behavioral control. The behavioral intention is the best predictor of an individual's behavior.

The benefits of buying local products include support for local economy, better freshness, less food travel time, better access to customers and less fuel use for delivery and so on. Local food means many things to many people: the two most popular definitions are food grown within a county, followed by food grown within a state (Wilkins, Bowdish, and Sobel 1996). Moxey (1999) found that consumers associated the term with geographical areas, customs, or foods eaten by people from certain socio-economic backgrounds. Therefore, better understanding of consumer buying decision making is really valuable for all businesses including local food.

1.1 Rationale of the Study

It is important for the consumer who is described as the 'King' in a competitive marketing environment to identify those factors, which influence their purchasing decisions besides those who influence his/her purchasing behavior.

Consumers purchase local food in accordance with in-group favoritism. Therefore, identity concept would be an important factor to explain behaviors related to local food purchase. There are several reasons that people buy local food. Some of those main reasons

include: (a) environment protection, (b) support for local economy, (c) health and nutrition benefits, (d) as well as freshness and flavor.

First of all, consuming locally grown food is good for the environment. Purchasing food from a foreign country poses environmental hazard. For example, by transporting the food, pollution level increases by consuming energy from cars, trains, or airplanes (Sim, Barry, Clift, & Cowell, 2007). Therefore, consuming locally produce food can reduce the pollution level because less energy is used for delivering food. Nutrition value can decrease as time passes after harvest, but locally grown produce is normally sold within 24 hours from the harvest time. Furthermore, less packing materials for local food are required due to less travel distance (Food routes Network, 2011; Locavore, 2012). Pirog (2004), in the researcher's Iowa-based study, discovered that the average travel distance of conventionally sourced produce was 1,518 miles whilst locally grown produce reached to Iowa market with the average distance of 65 miles. People also believe local farmers tend to adopt sustainable farming practices, for example, using less chemicals and pesticides (Robinson & Smith, 2002).

Next, using local food can help the local economy. The money spent on local food stays within the local community and increases the local quality of life as a result. Additionally, local food consumers can make sure that the money goes back to the neighboring farmers. According to Canning (2011), 15.8 cents of each dollar spent on food goes back to producers.

The original TBP model including attitude, subjective norm, and perceived behavioral control, intention, and actual behavior were examined to predict consumers' intention to purchase local food. A new link between subjective norm and attitude was also added. Although the moral norm and self-congruity were included as additional variables of the TPB model, these were partially omitted in this study as moral is each individual's own views and closely tied to one's self-concept (Schwartz, 1977).

There are different varieties of foods in markets of Sittwe area and these foods come from both inside and outside of Rakhine State. Foods come from outside of Rakhine State includes foods from some other States and Regions of Myanmar and some neighboring countries such as China and Thailand. Carrot, chayote, broccoli, lettuce, grapes, Seintalone mango, avocado, apple, strawberries, sausages, canned food, etc. are uncommon food items in Rakhine State and these come from outside of the Rakhine State. There is no systematic research for purchase decision making on local food customers in Sittwe area yet. Then this study mainly focuses on analyzing the influencing factors on purchase behavior and then

repurchase intention for local food customers from Sittwe area. And the study also targets assisting business men or any other people to some extents who are willing to know about the recommendations and suggestions for local food business.

1.2 Objectives of the Study

The main objectives of this study are;

- To analyze the influencing factors on Purchase Behavior for local food consumers in Sittwe area.
- To examine the effect of Purchase Behavior on Repurchase Intention for local food consumers in Sittwe area.

1.3 Scope and Method of the Study

This study focuses only the purchase decisions for local food consumers in Sittwe urban area of Rakhine State. Number of respondents interviewed per week was twenty-one and number of weeks collected was five. Therefore, number of respondents interviewed is 105 for information collection of the study. The study applies the Simple Random Sampling method and respondents comprise different demographic status from Sittwe area. The structured questionnaire is used for primary data collection. The questionnaires are distributed to consumers individually. Most of the questionnaires are collected through consumers arrived in local food markets. Some others are collected by allowing the major decision makers of selected households concerning with local food buying. The respondents were also reminded that there were no wrong or right answers and were asked to respond as honest as they can. The study applies the descriptive and analytical method. For secondary data, relevant text books, internet websites and some previous research journal papers were reviewed.

1.4 Organization of the Study

This study consists of five chapters totally. The Chapter one includes the Introduction which consists of the rationale, objectives, scope and methods and organization of the study. Chapter two includes with theoretical background, particularly on the consumer purchase behavior and Chapter three consists of exploration of the profile and consumption pattern of respondents. Chapter four comprises with the analysis on

influencing factors on purchase behavior and repurchase intention on local food in Sittwe area. And finally, Chapter five embraces the conclusion which includes findings, suggestions and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter includes four sections which are customer behavior, factors influencing on purchase behavior (customer attitude, subjective norm, perceived behavior control), purchase behavior and repurchase intention, empirical studies and conceptual framework of the study.

2.1 Concept of Consumer Behavior

According to Solomon (1996), consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experience to please needs and desires. The purchase decisions consumers make affect the request for basic raw material, for transportation, for production, for banking: they affect the employment of workers and the deployment of the resources, the success of some industries and the fiasco of others. They need to realize the personal and group influences that affect consumer decisions and how these decisions are made.

Consumer behavior clarifies the reasons and logic that underlie purchasing decisions and consumption patterns; it explains the processes through which buyers make decisions. The study comprises within its purview, the relationship between cognition, effect and behavior that goes on within a consumer during the consumption process, selecting, using and placing of goods and services.

Cognition comprises within its realm the 'knowledge, information processing and thinking' part, it includes the mental processes involves in processing of information, thinking and interpretation of stimuli (people, objects, things, places and events). Effect is the feelings part. It includes the favorable or unfavorable feelings and corresponding emotions towards stimuli (eg. towards a product or service input or a brand). These vary in direction, intensity and persistence. Behavior is the visible part. The interaction is shared between each of the three towards each other and with the environment. This paper focuses on the individual consumer who purchases for his own personal use or for household use. End-use consumption maybe the most prevalent of all types of consumer behavior, for it

comprises every individual, of every age and background, in the role of either buyer or users of both.

2.2 Purchase Behavior and Repurchase Intention

Some authors such as Godin and Kok, Shepard et al., (1996) described that subjective norm was the weakest predictor of Purchase Behavior in the theory of reasoned action (TRA) and TBP. In addition, Ajzen (1991), who developed the TPB, has suggested including moral norm as a behavioral intention predictor in parallel with attitude, subjective norm, and perceived behavioral control. In this study, customer attitude, subjective norm and perceived behavior control are described as influencing factors of purchase behavior. And purchase behavior is described as influencing factor of repurchase intention.

2.2.1 Customer Attitude

Attitude is well-defined as a mental, emotional or rational predisposition with regard to a fact, State, person or an object. An individual with a positive attitude towards a product/service offering is more likely to make a purchase; this makes the study of customer attitudes highly important for a marketer. It is learned predisposition to exhibit and act based on evaluation resulting in a feeling of like or dislike towards and object.

Attitude is a lasting, general evaluation of people (including oneself), objects, advertisements or issues (Solomon, 2013), and it is a mental state used by individuals to structure the way they perceive their environment and guide the way they respond to such an environment (Tsang, 2004). The evaluation of people is more multifaceted than whether they simply like or dislike an object. The ABC model divides attitudes into three components: Affect, Behavior and Cognition, which are referred as the verbs “feel, do and think”. Affect is the feeling of a customer about an object. Behavior refers the intention of the customer to do something. Cognition is what a customer believes about an object. These three components have a close relationship with each other. Depending on the situation, the relative impact of these components, known as hierarchies of the effects, are diversified (Solomon, 2013).

A consumer can hold negative or positive beliefs or feeling toward a product or a service. A behavioral intention is well-defined by the consumer’s belief or sensation with

respect to the product or service. One of the most important phenomena for a social marketer to understand is that of ‘attitude’. Attitudes are one of the most important concepts in understanding consumer behavior. Attitudes entail thoughts or beliefs, feelings and behavior or intentions towards a specific thing, which in the case is usually a product or a service.

Cognitively focused on social psychologists well-defined an attitude as “an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of an individual’s world”. In modest terms, an attitude is the way we think, feel and act toward some aspect of our environment such as retail store, television program, or product. A recent definition by behavioral theorists explicitly treats attitudes as being multidimensional in nature. Here, a person’s overall attitude toward an object is seen to be a function of (1) the strength of each of a number of beliefs the person holds about various facets of the object and (2) the appraisal he gives to each belief as it relates to the object. An individual’s intention to enact a certain behavior is affected by her or his attitude toward the behavior, and then the attitude toward the behavior is suggested to be influenced by belief and evaluations of these consequences.

2.2.2 Subjective Norm

Subjective Norm is based on a person’s normative beliefs, which are perceived expectations from people around the individual (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). Those referent people, depending on the situation, may refer to parents, friends, partners, etc. Therefore, an individual’s belief about other people around him/her influences his/her decision. An individual tends to perform the behavior if people important to him/her (referent people) think that he or she should perform that, and vice versa. Subjective Norm is also affected by the individual’s motivation to comply with the people who are important to him or her.

2.2.3 Perceived Behavioral Control

Perceived Behavioral Control refers to an individual’s perceived difficulty or ease to engage in a certain behavior (Ajzen, 1991). It is frequently considered similar to the self-efficacy concept associated with his/her confidence level, which depends on how successfully a person performs given behaviors (Bandura, 1982; Zint, 2002). Control belief

is a person's perceived presence of opportunities or resources for helping or interrupting performance of behavior, while perceived power is an individual's perceived capability of each control belief. Perceived behavioral control is set as combination of control beliefs and perceived power.

2.2.4 Purchase Behavior

Behavior may be also defined as the interplay of forces that takes place during a consumption process, within a consumer's self and his environment. This interaction takes place between three elements viz. knowledge, affect and behavior. It lingers through pre-purchase activity to the post purchase experience. It comprises the stages of evaluating, acquiring, using and disposing of goods and services. Behavior arises either for the individual, or in the situation of a group, or an organization. Consumer behaviors involve the use and disposal of the products as well as the study of how they are purchased.

2.2.5 Repurchase Intention

Intentions built more on feelings about execution the behavior (affective attitudes) than on thoughts about the likely consequences of acting (cognitive attitudes) are also associated with improved prediction of behavior (Conner et al., 2016; Keer et al., Conner, Putte, & Neijens, 2014). Findings also specify that greater feelings of moral obligation and anticipated regret about failing to act increase the likelihood that intentions are enacted (Abraham & Sheeran, 2004; Conner et al., 2006; Godin, Conner, & Sheeran, 2005; Godin et al., 2014; Sheeran & Abraham, 2003; Sheeran & Orbell, 1999). Many intentions present a conflict between what people want to do and what they feel they should do (Milkman, Rogers, & Bazerman, 2008).

Fishbein and Ajzen (1975) agreed that the consumers' purchase intention is an essential index to predict consumer behavior as a subjective attachment to the product. Purchase intention can be interpreted as the likelihood that the consumers will plan or be willing to buy a particular merchandise or service in the future. When there is an increase in purchase intentions, it will contribute to an increment in the customers purchasing probability (Dodds, William & Kent, 1991; Schiffman & Kanuk, 2004). Consumers' purchase intention also serves as a mediator between their attitude towards a special product and their real purchase behavior (Fishbein & Ajzen, 1975). Measurement scales to measure

purchase intentions are; possible to purchase, intended to purchase and consider purchasing. Engel, Blackwell & Miniard (1995) expanded that purchase intention into: unplanned buying, partially planned buying, and fully planned buying. Two forms of repurchase are identified: the intention to re-buy (repurchase), and the intention to engage in positive word-of-mouth and recommendation (referral) (Zeithaml, et al. 1996).

2.3 Empirical Studies

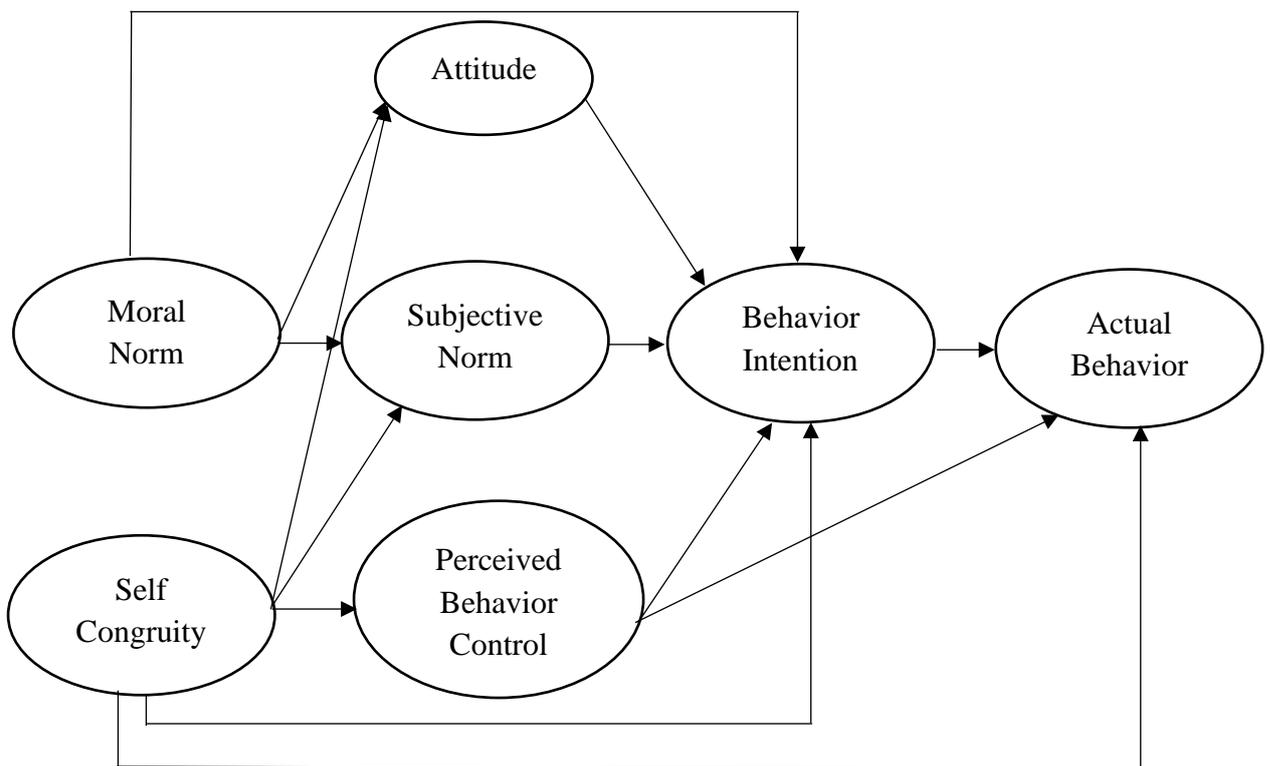
Ajzen warned that the relationship of behavior and intentions, with clear implications about the explanatory, predictive and practical utility of the model in several behavioral domains, is subject to boundary conditions. There is good relation between Purchase Behavior and Repurchase Intention. Given that the two constructs are measured in the same degree of specificity in terms of time, target, context and actions, the measure of intention available to the investigator must reflect respondents' intentions as they exist just prior to performance of the behavior; and second the behavior must be under volitional control.

The title of the study is "Local Food Purchase Behavior of U.S Customers: Application of Extended TBP and Congruity Theory" and it was submitted by Yoen Ho Shin to the Faculty of the Graduate College of the Oklahoma State University in partial fulfillment of the requirements for the Degree of Doctor of Philosophy in May, 2014. The primary purpose of the study is to investigate the antecedents to the behavior to purchase local food by using the extended TBP with additional considerations of moral aspects and self-congruity theory. Structural equation modeling was conducted and all hypothesized paths were analyzed in the study. Although hypotheses were constructed based on direct correlations between variables, the study also looked into indirect and total effects on actual local food purchase in order to explain the model more comprehensively.

The TBP (Ajzen, 1991) is an extension model of the TRA which was developed to investigate human behavior (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), and has strongly been supported by many 3 empirical studies (Godin & Kok, 1996; Kim & Hunter, 1993). The basic idea of the TBP is that a person's behavior is affected by behavioral intention, which consists of attitude, subjective norm, and perceived behavioral control. The behavioral intention is the best predictor of an individual's behavior.

The study shows both theoretical and practical significances. Theoretical significance of the study is its inclusion of moral aspect and self-congruity concept as additional construct to TBP model. And the study results provide useful information to farmers, marketers, state government administrators, food retailers by describing which factors influence consumers' purchase intention toward locally grown food products. The information of antecedents of consumers' purchase intentions on local food will enable them to develop more effective marketing strategies or policies. Figure 2.1 is the hypothesized model of the previous study as per below.

Figure 2.1 Hypothesized Model of Yoen Ho Shin



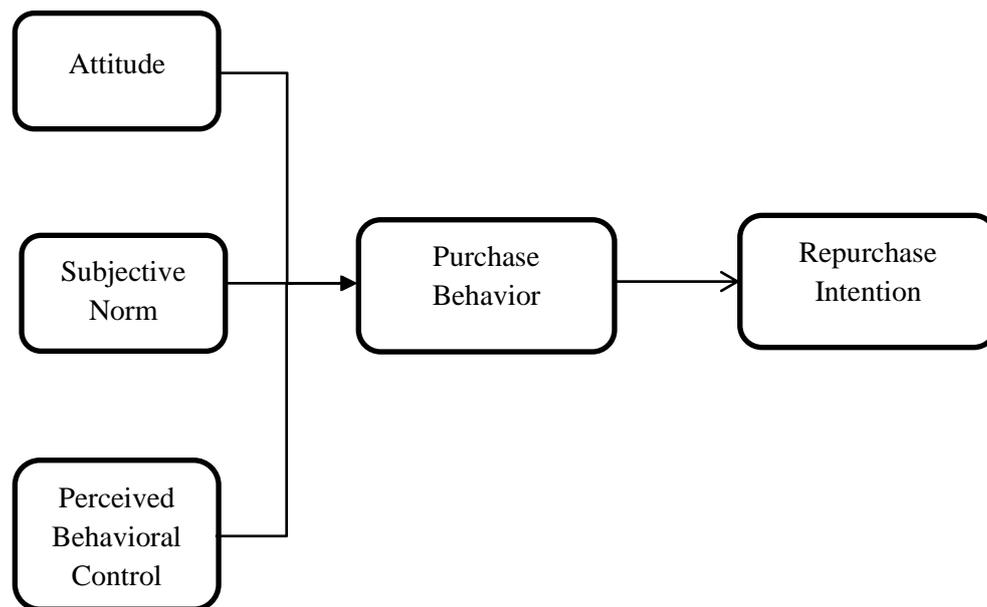
Source: Yoen Ho Shin (2005)

While attitude, subjective norm, and perceived behavioral control are considered important antecedents for local food purchase behavior, the purchase of local food was found to be a multifaceted and dynamic decision-making process in overall. In addition to the TPB variables, moral norm and self-congruity were found to influence consumers' local food purchase directly and indirectly, indicating that they were meaningful additions to the TBP model. The TBP would be an appropriate model to investigate individuals' local food purchasing behaviors since the behaviors appear to be largely based on a rational decision.

2.4 Conceptual Framework of the Study

In this study model, according to the nature of the using local food products, consumer decision making on local foods are structured by the external factors such marketing efforts of the firm, consumer decision making and post purchase decision behavior. Figure 2.2 is structured as hypothesized model of the study.

Figure 2.2 Conceptual Framework of the Study



Source: Own Compilation (2019)

As shown in the model, the original TBP model including attitude, subjective norm, and perceived behavioral control, Purchase Behavior, and Repurchase Intention were examined to predict consumers' intention to purchase local food in Sittwe area. The links between subjective norm and attitude, moral norm and self-congruity were omitted in the study.

CHAPTER 3

PROFILE AND CONSUMPTION PATTERN OF RESPONDENTS

This chapter includes demographic factor of respondents and consumption pattern of local food. Then, local food in Sittwe area, consumption times, definition and purchasing sources of local food include in the consumption pattern section.

3.1 Demographic Factors of Respondents

Demographic factors in the questionnaires include 'gender, age, marital status, education level, times of consuming the local food and annual income range for the respondents. For each question, respondents are given multiple choices, out of which the respondents have to choose the most relevant one. Number of respondents interviewed per week was twenty-one and number of weeks collected was five. Therefore, number of respondents interviewed was 105 and they were surveyed with structured questionnaires to measure purchase behavior towards local food consumption in Sittwe. The study applies Simple Random Sampling method. The demographic information is shown in Table (3.1).

Table (3.1) Profile of Respondents

Sr.	Particular		No. of respondents	Percentage
1	Gender	Male	55	52.4
		Female	50	47.6
2	Age	15-24	7	6.7
		25 – 34	9	8.6
		35 – 44	24	22.9
		45 – 54	38	36.2
		55 – 64	25	23.8
		Above 65	2	1.9
3	Marital Status	Single	25	23.8
		Married	80	76.2

4	Times of Consuming local food	2 times/week	1	1.0
		3 times/week	3	2.9
		4 times/week	12	11.4
		5 times or more/week	89	84.8
5	Education level	Less than high school	19	18.1
		High school	16	15.2
		Degree	61	58.1
		Masters	9	8.6
6	Annual Income Range	Below 1200000/- ks	4	3.8
		1200000 – 3600000/- ks	22	21.0
		3600001 – 6000000/- ks	23	21.9
		6000001 – 8400000/- ks	24	22.9
		84000001 – 10800000/- ks	21	20.0
		Above 10800000/- ks	11	10.5
	Total		105	

Source: Survey Data 2019

According to the Table (3.1), gender ratio between male and female is close and difference is around 0.5 only. At the age category, age between 35 to 44, 45 to 54 and 55 to 64 categories are biggest collectively and they are mostly in-touch with marketing for daily foods for their households and remaining categories are lower. Marital status among the respondents is quite different with three times bigger on married standing. Then, most of the respondents with around 85% are 5 times or more on consuming local foods. For education level of the respondents, most of the respondents are 58% of them are bachelor degree holders and 9% of them are master's degree holders. And there is around one-third of respondents with less than high school and high school education levels. For annual income range, there are six categories and below 1200000/-ks category is lowest with around 4% and followed by above 10800000/-ks category with 10.5%. Other four categories are at average level with around 20 to 23%.

3.2 Consumption Pattern of Local Food

During the survey, regular way of consumption local foods of respondents were recorded where consumption times per week, considering definition of the local food and purchasing sources of local food are taken in account for consumption pattern of local people in the area as below;

3.2.1 Local Food in Sittwe Area

Sittwe is located on an estuarial island created at the confluence of the Kaladan, Mayu, and Lay Mro rivers emptying into the Bay of Bengal. The city has 230,073 inhabitants in 2018. It is the administrative seat of Sittwe Township and Sittwe District. Sittwe municipal market offers the different varieties of local food including seafoods and locally grown vegetables. Being located at coastal area, local food in Sittwe area is mostly significant with availability of seafood and locally grown vegetables.

Local foods travel a fraction of that distance and still maintain their appearance, taste and nutrients, without any bioengineering. And good-looking food is a good thing, since customers eat with their eyes first. Local foods are based on the seasons and availability of local foods is changeable. Poultry, beef, and pork are available year-round, as is honey and dairy products. Even baked goods, like breads and desserts, can be showcased as local foods. Tree hugging aside, local foods are generally easier on the environment than large-scale farms. They use less energy for harvesting and transportation and many small farms are organic (but not all) and don't use pesticides, hormones or other chemicals.

Local people can choose from hundreds of heirloom varieties of fruits and vegetables for their consumption. In general, rice, different kinds of traditional snacks, peas and beans, bananas, lemons, bamboo shoots, potatoes, sweet potatoes, seaweeds, mushrooms, yam, taro, cashew nuts, dried fishes, some dairy products, eggs, meats, vegetables and seafoods are local foods in Sittwe municipal market of Rakhine State. However, some kinds of foods such as carrot, chayote, broccoli, lettuce, Seintalone mango, avocado, apple, strawberries, sausages, canned food, etc. are uncommon food items in Rakhine State and these come from outside of the Rakhine State. Likewise, some appetizers, condiments, confectionary, convenience foods, desserts, dips, pastes and

spreads, dumplings, noodles, pies, pickle tea salads, sandwiches, sauces and snack foods of prepared foods are also from sources of outside Rakhine State.

Sources of the local food are mostly from near-by townships. Vegetable marketers transport their vegetables mostly in the early morning before opening the markets. Similarly, fishers transport seafoods as early as possible to be in-time of marketing. Transportation routes of local foods are mainly with both road transport and water way. There are agents or brokers of local food commodities who compromise between retailers and owners of commodities. Then retailers display the local foods and consumers shop necessary items of food from the market.

3.2.2 Food Consumption Pattern

Following Table is for the frequency and percentage of local food consumption times per week where consumption times are classified as 2 times, 3 times, 4 times and 5 times or more per week.

Table (3.2) Consumption

No.	Consumption Times	Frequency	Percentage
1	5 times or more per week	89	84.8
2	4 times per week	12	11.4
3	3 times per week	3	2.9
4	2 times per week	1	1.0
	Total	105	100.0

Source: Survey Data (2019)

Regarding with times of consuming the local food, most of the respondents around 85% answered that they consume local food 5 times or more per week. And it is followed by 4 times per week with 12%, 3 times per week with 3% and 2 times per week is the least with only 1%. Therefore, we can assume that most of the people enjoy consuming local food because 85% of respondents replied that they consume local food 5 times or more per week.

3.2.3 Meaning of Local Food

Following Table is for the frequency and percentage of considering meaning of local food. It is categorized in three types depending on the distance from the source of production to the markets in Sittwe area.

Table (3.3) Meaning of Local Food

No.	Considering local food	Frequency	Percentage
1	Within Sittwe region	50	47.6
2	Grow within 100 miles from home	47	44.8
3	Grown within Rakhine State	8	7.6
	Total	105	100.0

Source: Survey Data (2019)

Regarding with the considering of local food, 48% of the respondents defined as within Sittwe area, 45% defined as grown within 100 miles from home and 7% assumed that within Rakhine State. Nobody of respondents defined the meaning of local food is from outside the Rakhine State.

3.2.4 Purchasing Source of Local Food

Following Table is for the frequency and percentage of purchasing sources of local food where (i) local market, (ii) farm or farm stand (iii) grocery store and (iv) vendors are classified as sources.

Table (3.4) Purchasing Source of Local Food

No.	Purchasing Source	Frequency	Percentage
1	Local market	69	65.7
2	Farm or farm stand	15	14.3
3	Grocery store	11	10.5
4	Vendors	10	9.5
	Total	105	100.0

Source: Survey Data (2019)

For purchasing sources of local food, 66% of the respondents purchase from local market, 14% of the respondents purchase from the farm or farm stand, 11% of respondents purchase from grocery stores and 9% of the respondents purchase from Vendors. Thus, most of the respondents are routinely purchase from local markets while purchase from vendors is least with 9% of respondents.

CHAPTER 4

ANALYSIS ON INFLUENCING FACTORS ON PURCHASE BEHAVIOR AND REPURCHASE INTENTION OF CONSUMERS ON LOCALFOOD IN SITTWE AREA

This chapter presents the findings of the study and composts of three main parts of analysis. First part addresses the consumer attitude towards consumption of local food. And second part reveals the analysis the effects of influencing factors on purchase behavior. Final part reports the analysis on effects of purchase behavior and repurchase intention.

4.1 Consumer Attitude, Subjective Norm and Perceived Behavior Control towards Consumption of Local Food

Attitude is the degree to which a person has a favorable or unfavorable evaluation of the behavior. According to the survey data, attitude is assumed to directly influence Purchase Behavior and, in turn, Purchase Behavior influences Repurchase Intention. In results, attitude was a significant predictor of Purchase Behavior to purchase local food. The respondents were asked whether they agreed or not according to the scale of strongly disagreed, disagreed, neutral, agreed or strongly agreed.

Following Table shows means and standard deviation through data analysis for purchase attitude towards consumption of local food.

Table (4.1) Consumer Attitude

No.	Statement	Mean	S. D
1	Benefiting to consumers by purchasing local food	4.08	.583
2	Being acceptable of offering poorly produced or of inferior quality	3.96	.517
3	Helping to support local farms by buying local food	4.20	.488
4	Contributing the local economy	4.34	.534
5	Helping to preserve the rural character of Sittwe area	4.17	.596
	Overall Mean	4.15	

Source: Survey Data (2019)

According to survey result, respondents have the highest level at purchase attitude of “Contributing the local economy by buying locally grown food” with the mean score of 4.34 and it is because of enhancing good cash flow in the area. And most of the respondents have lowest level at purchase attitude of “Being acceptable of offering poorly produced or of inferior quality” with the mean score of 3.96 due to customers’ preference and acceptance of better quality of local food. The overall mean value is 4.15 and statements reflect of the respondents have positive attitude towards local food consumption.

Then, following Table shows means and standard deviation through data analysis for Subjective Norm towards consumption of local food.

Table (4.2) Subjective Norm

No.	Statement	Mean	S. D
1	Thinking of most people who are important to customer for local food purchasing	3.89	.670
2	Expecting of that customer to purchases local food	3.76	.643
3	Approving by the people in whom the customer values for purchasing local food	3.71	.514
4	Feeling under social pressure to purchase local food	3.64	.652
5	Emphasizing family for the customer as an importance of purchasing local food	3.87	.621
	Overall Mean	3.77	

Source: Survey Data (2019)

According to survey result, respondents have the highest level at the subjective norm of “Thinking of most people who are important to customer for local food purchasing” with the mean score of 3.89 and it is because of considering about the influencing people of the respondents. And most of the respondents have lowest level as “Feeling under social pressure to purchase local food” with the mean score of 3.64 and it may be due to less limitation within the society. The overall mean score is 3.77 and three out of five statements are above its mean score.

Following Table shows means and standard deviation through data analysis for Perceived Behavior Control towards consumption of local food.

Table (4.3) Perceived Behavior Control

No.	Statement	Mean	S. D
1	Being confident and free purchase	3.78	.537
2	Easiness to purchase local food	3.81	.573
3	Under the customer's control for making decision	3.83	.686
4	Depending entirely up to the customer whether to purchase or not	3.95	.561
5	Avoiding purchasing that are dangerous for health	3.74	.572
	Overall Mean	3.82	

Source: Survey Data (2019)

According to survey result, respondents have the highest level at perceived behavior control as “Depending entirely up to the customer whether to purchase or not” because of free decision making in the area and mean score is 3.95. The statements of “Under the customer's control for making decision” and “Easiness to purchase local food” are at mid-level of results with the mean scores of 3.83 and 3.81 respectively. And most of the respondents have lowest level at perceived behavior control as “Avoiding purchasing that are dangerous for health” which may be due to low awareness on healthy behavior among the respondents where mean score is 3.74. Then, the overall mean value reflects that the respondents have positive purchase behavior control towards local food consumption.

4.2 Purchase Behavior and Repurchase Intention towards Consumption of Local Food

Following Table shows means and standard deviation through data analysis for Purchase Behavior towards consumption of local food. There are ten statements in the data analysis for purchase behavior.

Table (4.4) Purchase Behavior

No.	Statement	Mean	S. D
1	Often buying the local food in the last year	4.12	.583
2	Often buying the local food currently	4.18	.515
3	Paying attention to the country of origin indications	3.92	.583
4	Caring proper information on package or label	4.04	.553
5	Being careful with expiry date always	4.03	.509
6	Buying local food expressing the registration and recommendation numbers on the package	3.71	.631
7	Being careful with stating weight and prices of package	3.77	.559
8	Satisfaction with promotion items received though higher price	3.52	.681
9	Often sharing of the information about the good quality of the source	3.69	.577
10	Often telling the surrounding people about misleading advertisement	3.64	.652
	Overall Mean	3.86	

Source: Survey Data (2019)

According to survey result, respondents have the highest level at the Purchase Behavior of “Often buying the local food currently” because of most of the people enjoy consuming local food and its mean score is 4.18. And most of the respondents have lowest level as “Satisfaction with the local food with promotion items received though higher price” and it may be due to less sales promotion for local food in the markets where mean score is 3.52. The overall mean value is 3.86 and each five statements are below and above of its value. The statements of and “Often telling the surrounding people about misleading advertisement” and “Often sharing of the information about the good quality of the source” are at lower levels of mean scores and it can be due to poor experience of misleading advertisement in the market and uncommon sharing information among them. Likewise, “Buying local food expressing the registration and recommendation numbers on the

package” and “Buying local food expressing the registration and recommendation numbers on the package” at lower levels of mean scores. The statements of “Paying attention to the country of origin indications, Being careful with expiry date always, Caring proper information on package or label, Often buying the local food in the last year” have dramatic higher levels of mean scores above overall mean value. Then, the overall mean value reflects that the respondents have positive purchase behavior towards local food consumption.

Then, following Table shows means and standard deviation through data analysis for Repurchase Intention towards consumption of local food. There are ten statements in the data analysis for repurchase intention.

Table (4.5) Repurchase Intention

No.	Statement	Mean	S. D
1	Expecting to purchase local food within one year	3.27	.542
2	Wanting to purchase local food within one year	3.34	.782
3	Intending to purchase local food within one year	3.94	.618
4	Considering the effects of environment	4.13	.694
5	Intending to purchase local foods with recyclable package	3.70	.557
6	Considering the effects of pesticides and chemical residuals of local foods	3.84	.652
7	Considering of buying local foods with reasonable price	4.05	.425
8	Spending more time for purchasing local foods	3.80	.611
9	Enjoying of purchasing fresh local foods	4.20	.526
10	Purchasing of local foods sometimes for social donation events	3.83	.642
	Overall Mean	3.81	

Source: Survey Data (2019)

According to the survey result, respondents have the highest level at the Repurchase Intention of “Enjoying of purchasing fresh local foods” because of most of the respondents enjoy fresh foods and its mean score is 4.20. And most of the respondents have lowest level as “Expecting to purchase local food within one year” with the mean score of 3.27 and it may be due to considering of no need to purchase local food in advance. The overall mean value is 3.81 and six statements out of ten are above of its value. Additionally, the statements of “Considering the effects of environment” and “Considering of buying local foods with reasonable price” are also at high levels above mean value and it is due to their good understanding on environment and consideration of price of local foods. The statement of “Wanting to purchase local food within one year” with the mean score of 3.34 is at low level and it is no need to show their wants to buy next year for most of the respondents. Then, the overall mean value reflects that the respondents have positive repurchase intention towards local food consumption.

4.3 Analysis on the Influencing Factors on Purchase Behavior

Following Table shows the effects of influencing factors on purchase behavior through running regression the attitude, subjective norm and perceived behavioral control as independent variables with Purchase Behavior as dependent variable.

Table (4.6) Effects of Influencing Factors on Purchase Behavior

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	VIF
	B	Std. Error	Beta			
(Constant)	4.153	.474		8.758	0.000	
Attitude	.133**	.072	.178	1.850	.067	1.011
Subjective Norm	.052	.068	.073	.770	.443	1.000
Perceived Behavior Control	.120**	.061	.190	1.980	.050	1.011
R square				.080		
Adjusted R Square				.052		
F Value				2.909**		

Source: Survey Data, 2019

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

In Table (4.6), the power of the models used to explain the variables expected to effect Purchase Behavior are considered weak as both values of the R square and adjusted R square are just 8 percent and 5.2 percent respectively. The value of F-test, the overall significance of the models, turned out highly significant at 5% level. This specified model can be said as valid. Moreover, t-values in of three variables are greater than zero.

The multicollinearity statistics by using Variance Inflation Factors (VIF) are also checked, indicating that there are no variables exceeding “rule of thumb” of 10 for VIF.

The attitude shows the expect sign in coefficient with highly significant at 10% level and subjective norm shows the expect sign in coefficient with no significant level. And, increasing 1 unit of the extent of attitude will improve purchase behavior by about .133 unit. The perceived behavior control shows the expect sign in coefficient with highly significant at 5% level and increase of the extent of perceived behavior control 1 unit will improve purchase behavior by about .120 unit. Then, there are positive correlations among attitude, subjective norm, perceived behavior control and purchase behavior. Among three variables, perceived behavior control is biggest value of standard coefficient with (.190). Therefore, the influencing factors of attitude and perceived behavior control have positive effects on purchase behavior. In summary, two factors have significant values and the main determination of influencing purchase behavior is found as attitude and perceived behavior control.

The respondents are local people from Sittwe who have regular buying of local food from the markets. The analysis results show that respondents have positive attitude and perceived behavior control on purchase behavior towards local food buying. These two factors influence the purchase behavior of consumers because most of the respondents have been contributing the local economy by buying locally grown food and depending entirely up to them whether to purchase local food or not. Moreover, respondents are they are helping to support local farms and to preserve the rural character of Sittwe area by buying local food. And it is also beneficial to them by buying fresh local food. These are the main reasons of why attitude and perceived behavior control towards positively affect the purchase behavior.

4.4 Analysis on the Effects of Purchase Behavior on Repurchase Intention

Following Table shows the analysis on effects of purchase behavior on repurchase intention through running regression the purchase behavior as independent variable with repurchase intention as dependent variable.

Table (4.7) Effects of Purchase Behavior on Repurchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	VIF
	B	Std. Error	Beta			
(Constant)	3.103	.404		7.685	0.000	
Purchase Behavior	.183*	.104	.170	1.751	.083	1.000
R square	.029					
Adjusted R Square	.019					
F Value	3.065*					

Source: Survey Data, 2019

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

In Table (4.7), the power of the models used to explain the variables expected to effect repurchase intention are considered weak as both values of the R square and adjusted R square are just 2.9 percent and 1.9 percent respectively. The value of F-test, the overall significance of the models, turned out highly significant at 10% level. This specified model can be said as valid.

The multicollinearity statistics by using Variance Inflation Factors (VIF) are also checked, indicating there are no variables exceeding “rule of thumb” of 10 for VIF.

The purchase behavior shows the expect sign in coefficient with highly significant at 10% level. This means that increasing the level of purchase behavior will inflate repurchase intention by about (.183) unit.

The conclusion is that purchase behavior has positive effect on repurchase intention because respondents often buy local food currently. From the analysis on purchase behavior, respondents buy often the local food currently because of they enjoy consuming local food. They also have often buying of local food in the last year too. They are also careful with expiry date and information on package or label of local food always and pay

attention to the country of origin indications. Additionally, they are also careful with stating weight and prices of package. Respondents are also share often the information about the good quality of the source and tell the surrounding people about misleading advertisement. Then, consumers intend to repurchase again once they have positive purchase behavior. These are the main reasons of why purchase behavior towards positively affects the repurchase intention.

CHAPTER 5

CONCLUSION

This chapter describes the findings and discussion of the study and suggestions and recommendations for the marketers to understand the attitude towards consumption of local food and need for further research from the study.

5.1 Findings and Discussions

Based on the research study on demographic profile of consumers, the number of male respondents is slightly higher than female respondents who consume local food and this means that task of going market for shopping local food is shared between female and male household members in the area. It reflects with gender equality in the area. And most of the respondents' age is at mid-level and number of younger and older respondents is lower than them. This is because the mid-level respondents have particular reason of often marketing of daily foods for their families' consumption. And it is observed that three times bigger on married status category than single status category because of marriage is common. Then, most of the respondents consume local food for five times or more per week because they enjoy consuming fresh local foods and they have good access to local foods. Only a few respondents consume local food two to three times per week and it can be due to their richness or any other specific situation. Education level of respondents shows bigger ratio at bachelor degree holders as most of them have access to graduation. For annual income range the respondents, lowest and highest income categories are lower than other four categories. It can be assumed that gross wealth ranking in the society is distributed fairly. And the major reason for consuming local food is freshness and cheapness in the local markets. The benefits of buying local products include support for local economy, better freshness, less food travel time, and less fuel use for delivery and so on. While transporting the food, pollution level increases by consuming energy from the transportation methods. Therefore, consuming locally produced food can reduce the pollution level since less energy is used for delivering food, and it was one of reasons that people buy local food.

The study is based on consumer attitude, subjective norms, perceived behavioral control, purchase behavior and Repurchase Intention. In order to accomplish this paper, both primary and secondary data are used in this study. After analyzing the surveyed data, based on the outcome of mean value, it can assume that respondents have answered willingly.

According to analysis on attitude factor, most of the respondents show low level of acceptance of offering local foods that are poorly produced or of inferior quality due to customers' preference of better fresh local food. And respondents assume that buying locally grown food can enhance good cash flow and contribute local economy in the area. From analysis the subjective norm factor, it is observed that respondents have less feeling under social pressure to purchase local food because of less limitation among them and they have much thinking of most people who are important to customer for local food purchasing due to considering of influencing people to them. Likewise, from the analysis on perceived behavior control factor, respondents have less avoiding for purchase of local foods that are dangerous and affected for health because of low awareness on healthy behavior control while it depends entirely up to them whether to purchase local food or not with the reason of their free decision making.

According to the analysis on purchase behavior, respondents are buying often local food currently because of most of them enjoy consuming local food while they have less satisfaction with the local food with promotion items received though higher price because there is less sales promotion for local food in the markets. From analysis on repurchase intention factor, respondents have high in enjoying of purchasing fresh local foods because of most of the respondents like fresh foods while their expectation to purchase local food within one year is low and it may be due to considering of no need to purchase local food in advance.

According to the regression analysis, the results from (i) attitude and perceived behavior control to purchase behavior and, (ii) from purchase behavior to repurchase intention are significant. Other finding from this research revealed that majority of respondents aware the fact that most of the local foods are fresh and purchasing these items assist local economy to some extents. Although the study was constructed based on direct correlations between variables, it also looked into indirect and total effects on actual local food purchase in order to explain the model more comprehensively. In general, the purchase of local food was found to be a multifaceted and dynamic decision-making process.

5.2 Suggestions and Recommendations

Sittwe is also on the trend of urbanization with dramatic increasing of population in the area and it has effect on food consumption pattern. And, in recent years, there has been an increased interest from researchers, marketers and food producers in local and regional food. This resembles to their perceptions that buying local products had direct benefits to the local community, to farmers, to the environment and to their business. While freshness and quality of products are the primary reasons of purchasing local food, there is perception of buying locally as a way of supporting either their local communities overall or the local farmers and food producers.

According to the analysis on the major influencing factor on repurchase intention towards consumption of local food, there are some suggesting points relating to marketing factors. Repurchase intention is usually is related to the behavior, attitudes and perceived behavior control of consumers. An individual with positive attitude towards a product or service offering is more likely to make a purchase and this makes the study of customer attitudes highly significant for a marketer. Implementation of sales promotion schemes seems to be good from the analysis for marketing managers.

From the survey result for perceived behavior control, the respondents have lowest level at avoiding purchasing that are dangerous and affected for health and it may be due to low awareness on healthy behavior among them. Therefore, marketers should consider freshness of local foods in order to assist health environment.

While attitude, subjective norm, and perceived behavioral control are considered important antecedents for local food purchase, those are revealed to be influenced by moral norm and self-congruity too. Therefore, farmers, marketers, state-government administrators, and food retailers should formulate ideas that can approach consumers' moral norm and self-concept, in order to influence their behaviors regarding local food purchase.

Purchase behavior is a key point for consumers to access and evaluate the specific product states that repurchase intention is an effective tool to predict buying process. Repurchase intention may be changed under the influence of price or perceived quality and value. Marketers and sales staff should approach customers based on their attitude and perceived behavior control. Therefore, in this study, local food producers and marketers should provide the good service of trading fresh products in local food markets in order to

be aligned with the customers' attitude and perception on local food and to improve repurchase intention. Marketing managers also use repurchase intention as a leading indicator of future demand for their industry. Then, they should build trust and show mutual respects with local consumers in order to uphold the interest in local food and to expand repurchase intention. These above suggestions could increase market share for local food through enhancing improved repurchase intention.

5.3 Needs for Further Research

This study focuses on to analyze the influencing factors and consumer attitude towards consumption of local foods based on TBP. The research study is conducted with the limited time and resources, and number of respondents is only 105 although town's population is very big. Therefore, this survey does not cover the whole Rakhine state or not even the whole city's people attitude towards consumption of local food. Furthermore, this survey only focused on local foods such as vegetables, fishes and meats though food from other sources of areas coming into the local market. Therefore, further study should be used with large sample size in this field to better understanding of consumer attitude towards consumption of local food.

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Appendix I

A Study on Influencing Factors of Purchase Decisions for Local Food of Sittwe Consumers

Please kindly spare your time for a few minutes and answer the below questionnaires.
The data and information will be kept in confidential.

Personal Factors

1. Gender

<input type="checkbox"/> Male	<input type="checkbox"/> Female
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2. What is your current age?

<input type="checkbox"/> 15 to 24 years	<input type="checkbox"/> 25 to 34 years
<input type="checkbox"/> 35 to 44 years	<input type="checkbox"/> 45 to 54 years
<input type="checkbox"/> 55 to 64 years	<input type="checkbox"/> Above 65 years

3. Marital status?

<input type="checkbox"/> Single	<input type="checkbox"/> Married
---------------------------------	----------------------------------

4. What is your annual income range?

<input type="checkbox"/> Below 1,200,000 kyats	<input type="checkbox"/> 1,200,000 to 3600,000 kyats
<input type="checkbox"/> 3700,000 to 6,000,000 kyat	<input type="checkbox"/> 6100,000 to 8400,000 kyats
<input type="checkbox"/> 8500,000 to 10800,000 kyats	<input type="checkbox"/> Above 10800,000 kyats

5. What is highest education level you have completed?

<input type="checkbox"/> Less than high school	<input type="checkbox"/> High school
<input type="checkbox"/> Graduate	<input type="checkbox"/> Masters degree

Behavioral Factors

1. Have you ever bought local food?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

2. How often normally consume local food?

<input type="checkbox"/> Never	<input type="checkbox"/> Once a month less
<input type="checkbox"/> 2 – 3 times a month	<input type="checkbox"/> 1 time per week
<input type="checkbox"/> 2 times per week	<input type="checkbox"/> 3 times per week
<input type="checkbox"/> 4 times per week	<input type="checkbox"/> 5 times or more per week

3. If you do not purchase local food, will you do it in the future?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

4. When considering local food, how would you define local? Is the food that is grown?

<input type="checkbox"/> Within Sittwe region	<input type="checkbox"/> Grown within 100 miles of home
<input type="checkbox"/> Within Rakhine State	<input type="checkbox"/> Within the country

5. Where do you purchase locally grown food?

<input type="checkbox"/> Local market	<input type="checkbox"/> Grocery store
<input type="checkbox"/> At the farm or farm stand	<input type="checkbox"/> Vendor

Please rate your level of agreement with the following statements. (1= strongly disagree; 5= strongly agree)

<i>(Please mark the only one for each question)</i>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Attitude	1. Purchasing local food is beneficial to consumers.					
	2. Offering local foods that are poorly produced or of inferior quality is acceptable.					
	3. Buying locally grown food helps support our local farms.					
	4. Purchasing local food contributes to local economy.					
	5. Purchasing locally grown food help preserve the rural character of Sittwe area.					
Subjective Norm	1. Most people who are important to me think that I should purchase local food.					
	2. It is expected of me that I purchase local food.					
	3. The people in my life whose opinions I value would approve of my purchasing local food.					

	4. I feel under social pressure to purchase local foods.					
	5. My family will emphasize to me the importance of purchasing local foods.					
Perceived Behavioral Control	1. I could purchase local food confidently if I want to.					
	2. It is easy for me to purchase local food.					
	3. It is under my control for making decision to purchase local food.					
	4. It is entirely up to me whether to purchase local food or not.					
	5. Local foods that are dangerous and affected for health are avoided in purchasing.					

<i>(Please mark the only one for each question)</i>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1. In the last year, I often bought local food.					
	2. Currently, I often buy local food.					

Purchase Behavior	3. I pay attention to the country of origin indications about food products.					
	4. I care proper information on package or label.					
	5. I am always careful with expiry date of the local food.					
	6. I buy the local foods expressing the registration and recommendation numbers of the products on the package.					
	7. I am careful with stating weight and pieces of package.					
	8. I am satisfied with the local food with promotion items received though higher price.					
	9. I often share the information about the good quality of the source of local food types.					
	10. I often tell the surrounding people about misleading advertisement of local food product.					
	1. I expect to purchase local food within one year.					

Repurchase Intention	2. I want to purchase local food within one year.					
	3. I intend to purchase local food within one year.					
	4. I consider the effects of environment for the local foods.					
	5. I intend to purchase local foods with recyclable package.					
	6. I consider the effects of pesticides and chemical residuals of local foods.					
	7. I consider buying local foods with reasonable price.					
	8. I spend more time for purchasing local foods.					
	9. I love purchasing fresh local foods.					
	10. I purchase local foods sometimes for social donation events.					

Appendix II

Regression Analysis Results for Influencing Factors on Purchase Behavior

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.282 ^a	.080	.052	.17822	.080	2.909	3	101	.038

a. Predictors: (Constant), Pb, Subj, Atit

ANOVA*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.277	3	.092	2.909	.038 ^b
	Residual	3.208	101	.032		
	Total	3.485	104			

a. Dependent Variable: PBhv

b. Predictors: (Constant), Pb, Subj, Atit

Coefficient^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.153	.474		8.758	.000		
Atit	.133	.072	.178	1.850	.067	.989	1.011
Subj	.052	.068	.073	.770	.443	1.000	1.000
Pb	.120	.061	.190	1.980	.050	.989	1.011

a. Dependent Variable: PBhv

Regression Analysis Results for Influencing Factors on Repurchase Intention

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.170 ^a	.029	.019	.19494	.029	3.065	1	103	.083

a. Predictors: (Constant), PBhv

ANOVA*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.116	1	.116	3.065	.083 ^b
	Residual	3.914	103	.038		
	Total	4.030	104			

a. Dependent Variable: RpI

b. Predictors: (Constant), PBhv

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.103	.404		7.685	.000		
	PBhv	.183	.104	.170	1.751	.083	1.000	1.000

a. Dependent Variable: RpI